

Message Text

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16

ACTION COME-00

INFO OCT-01 NEA-09 ISO-00 EB-07 USIA-15 TAR-01 /033 W

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R 071650Z MAR 75

FM AMEMBASSY ALGIERS

TO SECSTATE WASHDC 2060

UNCLAS ALGIERS 0639

E.O. 11652: N/A

TAGS: BEXP, AG

SUBJ:PROPOSED IOWA STATE IOGA TRADE MISSION

REF: STATE A-494

1. ALGIERS WOULD BE WILLING TO HOST SUBJECT
TRADE MISSION BUT HAS SOME RESERVATIONS AS TO ITS
POTENTIAL SUCCESS IN THE ALGERIAN MARKET.

2. A HORIZONTAL GROUPING SUCH AS THIS MISSION
WOULD BE DIFFICULT TO SATISFY HERE. IF THE MISSION
WERE VERTICALLY ORGANIZED SO THAT WE COULD ZERO IN ON
A SPECIFIC GROUP OF END USERS IT WOULD BE MORE
SUCCESSFUL. AS COMMERCE AWARE, BUSINESS IS NOT GENERALLY
DONE IN ALGERIA THROUGH AGENTS, THUS IF GENERAL
PURPOSE OF MISSION IS TO SELECT AGENTS THEY WOULD BE
UNHAPPY HERE.

3. ON THE OTHER HAND, IF THESE FIRMS SUBSCRIBE TO
TOP AND ARE CURRENTLY RECEIVING OUR TO'S SOME OF THEM
MAY FIND ALGIERS STOP AN OPPORTUNITY TO MAKE PRESENTATIONS
OR DO FOLLOW UP WORK ON BIDS.

4. SOME OF THE FIRMS LISTED REPAIR (ABOUT 12 OF THE
27) HAVE PRODUCTS FOR WHICH GOOD MARKET POTENTIAL
EXISTS IN ALGERIA. THEY ARE AS FOLLOWS: EAGLE SIGNAL
DIVISION GULF AND WESTERN; VANMARK, WHITE FARM
EQUIPMENT; IOWA MOLD TOOLING; LENNOX INDUSTRIES,
KWIK-WAY INDUSTRIES; CONCRETE PIPE MACHINERY CO.;
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WELTY WAY PRODUCTS; CHERRY BURRELL CO.; FMC CORP.;

WINPOWER CORP.; AND COMACO CORP.

5. IN SUM, HORIZONTAL TRADE MISSION IS NOT THE BEST
PROMOTION TOOL FOR ALGERIA. UNLESS OPPORTUNITIES FOR
THIS GROUP AT OTHER ADDRESSEE POSTS ARE LESS THAN HERE,
WE BELIEVE ALGIERS STOP SHOULD HAVE LOW PRIORITY. PARKER

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